

Message Text

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ACTION COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 CIAE-00 INR-07 NSAE-00 /021 W

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R 190842Z MAR 75

FM AMEMBASSY KHARTOUM

TO SECSTATE WASHDC 9580

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FOR COMMERCE AND AF/E

E.O. 11652: DCON ON RECEIPT

TAGS: BDIS, SU, US

SUBJ: HOBBS-ADAMS ENGINEERING CO (SUFFORL, VA, TELE
804-539-0231)

1. MR. ADRIAN A. WALSER, PRESIDENT OF ASSOCIATED MANUFACTURERS INTERNATIONAL (AMI) CORP (MIXCWN FLA, TEL 305-945-3312) CALLED ON EMBOFF MARCH 15 TO REGISTER COMPLAINT AGAINST SUBJECT CORPORATION. ACCORDING WALSER, HOBBS HAD APPOINTED AMI EXPORT MANAGER FOR ALL OF AFRICA EXCEPT SOUTH AFRICA BUT THEN WITHOUT CONSULTING AMI, BEGAN DEALING DIRECTLY WITH SUDANESE PRIVATE FIRM FOR MAJOR CONTRACTS IN COUNTRY. MEANWHILE, AMI, IN IGNORANCE OF HOBBS' ACTION, HAD APPOINTED DIFFERENT SUDANESE AGENT (PUBLIC SECTOR CORPORATION) WHICH LIKEWISE SOLICITED LOCAL BUSINESS (WITH SOME SUCCESS, THEY CLAIM). CUSTOMERS HERE THUS CONFRONTED WITH UNUSUAL SITUATION OF TWO COMPETING FIRMS OFFERING SAME PRODUCT, WITH ONE, OF COURSE, ABLE UNDERSELL THE OTHER BECAUSE ONE LESS MIDDLEMAN IS INVOLVED.

2. WE NOT IN POSITION JUDGE MERITS OF AMI CASE AGAINST HOBBS, AS WALSER WAS NOT RPT NOT ABLE OFFER WRITTEN PROOF OF EXPORT MANAGEMENT CONTRACT (ALTHOUGH HE INSISTED HE HAD ONE). WE ARE CONCERNED, HOWEVER, OVER POTENTIAL EFFECT OF DISPUTE ON HOBBS' ABILITY TO PENETRATE SUDAN'S LARGE AND GROWING MARKET FOR PEANUT HARVESTORS (600,000
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ACRES IN GEZIRA IRRIGATED FARMING SCHEME ALONE WILL BE

PLANTED TO PEANUTS IN 1975/76). IT IMPORTANT THAT RESOLUTION OF CASE BE EFFECTED IN FRIENDLY, EXPEDITIOUS MANNER SO THAT INNOCENT SUDANESE FIRMS (ESPECIALLY PRIVATE ONE) ARE NOT HARMED.

3. ACTION REQUESTED: USDOC, THROUGH APPROPRIATE FIELD OFFICES (MIAMI, FLA, AND RICHMOND, VA), PLEASE RAISE MATTER WITH HOBBS AND AMI AND POINT OUT UNTENABILITY CURRENT SITUATION. SUGGEST HOBBS, IF IT WISHES CONTINUE DIRECT DEALINGS WITH SUDAN, ATTEMPT REACH SETTLEMENT WHICH WILL PROTECT MARKET SUCCESSES AND YET PACIFY BOTH AMI AND SUDANESE AGENT APPOINTED BY AMI.

BREWER

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